Permit #F00035374

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00035374 **Type of Permit:** FILMING **Release Date:** 01/11/2011

Production Company HELLO & CO

Insured Company Name HELLO!

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
LOS ANGELES, California 90028

Production Title PULTE/CENTEX

Type of Production Commercial - Standard

Producer Caroline Pham

Director Matt Smukler

1st AD NA NA

Production Manager Colette Coyne

FilmL.A. Coordinator Erica Wade

Location Manager Matthew Petras
Primary Phone Mobile - 310-293-2950
Secondary Phone

Location Assistant NA NA
Primary Phone Office - 999-999-9999
Secondary Phone

Fees

Posting 600	$138.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE SAFETY OFFICER	$1,024.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS CATERING 1-74 PERSONS	$225.00

Total Permit Fee $2,252.00

Number of Locations 1

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Summary Information — Location

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Production Company HELLO & CO
Insured Company HELLO!
Production Title PULTE/CENTEX

Location Manager Matthew Petras
Primary Phone Mobile - 310-293-2950
Secondary Phone

Location Address 1401 Alvarado Terrace, Los Angeles, CA, 90006

Location Type Apartment Building

Prep Dates 1/11/2011 - 1/11/2011 07:00 - 22:00

Film Dates 1/12/2011 - 1/12/2011 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document 35374.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cube Trucks	3
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	4
Crew	50
LA City UFSO assigned	26718

Filming Activities Interior Dialogue; Catering at Terrace Park;

Jurisdiction **Political:** Los Angeles City - Council District 01 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** B5

Approvals

LOS ANGELES POLICE DEPARTMENT	Gabriel Martinez
LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT	Vincent Owens
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Sye Gutierrez

Parking

Base Camp
Location Type : Private Parking Lot
Street : 2005 W. Pico Blvd

Crew Parking
Location Type : Private Parking Lot
Street : 2005 W. Pico Blvd.

Posting "No Parking" signs N/S of Alvarado Terrace from the location going west 600 ft.

Approximate Footage 301 - 600 **Log Number** 9481

Date(s) 1/12/2011 to 1/12/2011 **Time(s)** 06:00 to 22:00

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PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Okay to have catering on 1/12/11 from 10am to 4pm.
- Okay to have 20x10 pop-up tent.
- Must not stake tent into ground.
- Must secure tent with sandbags or buckets.
- Okay to cater for 54 people.
- Any damages done to the park must be fixed at the company's expense and be returned to the same or better condition.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

NOT A PERMIT

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-35374
HELLO & CO – PULTE/CENTAX
(ALVARADO TERRACE)

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